

October 27, 2003

Randallstown UDAT Presentation



Community Presentation Findings and Recommendations

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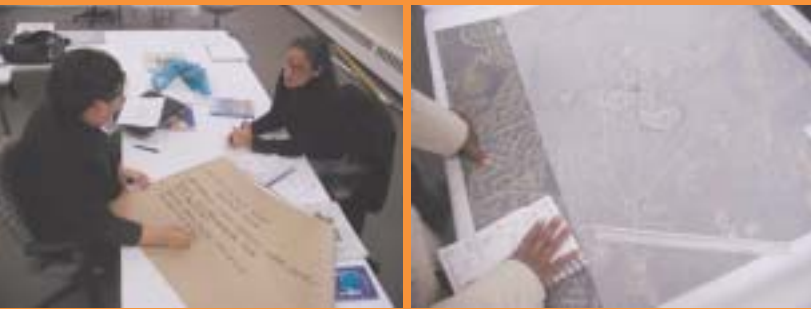
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Murray's
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Sea Pride III
Specialty Marketing and Printing
Tom's Sports Tavern

Thank You

The UDAT Journey in Five Parts



1. Why We Came

we respond to a need by the community

2. What We Heard

we actively listen to the community

3. What We Discovered

we explore physical and social realms

4. What We Recommend

we thoughtfully mesh community wants with prioritized needs

5. How We Proceed

we want the energy to flow to a better future



“

Randallstown is a place
that was a path to
somewhere else. . .

”

Owings Mills

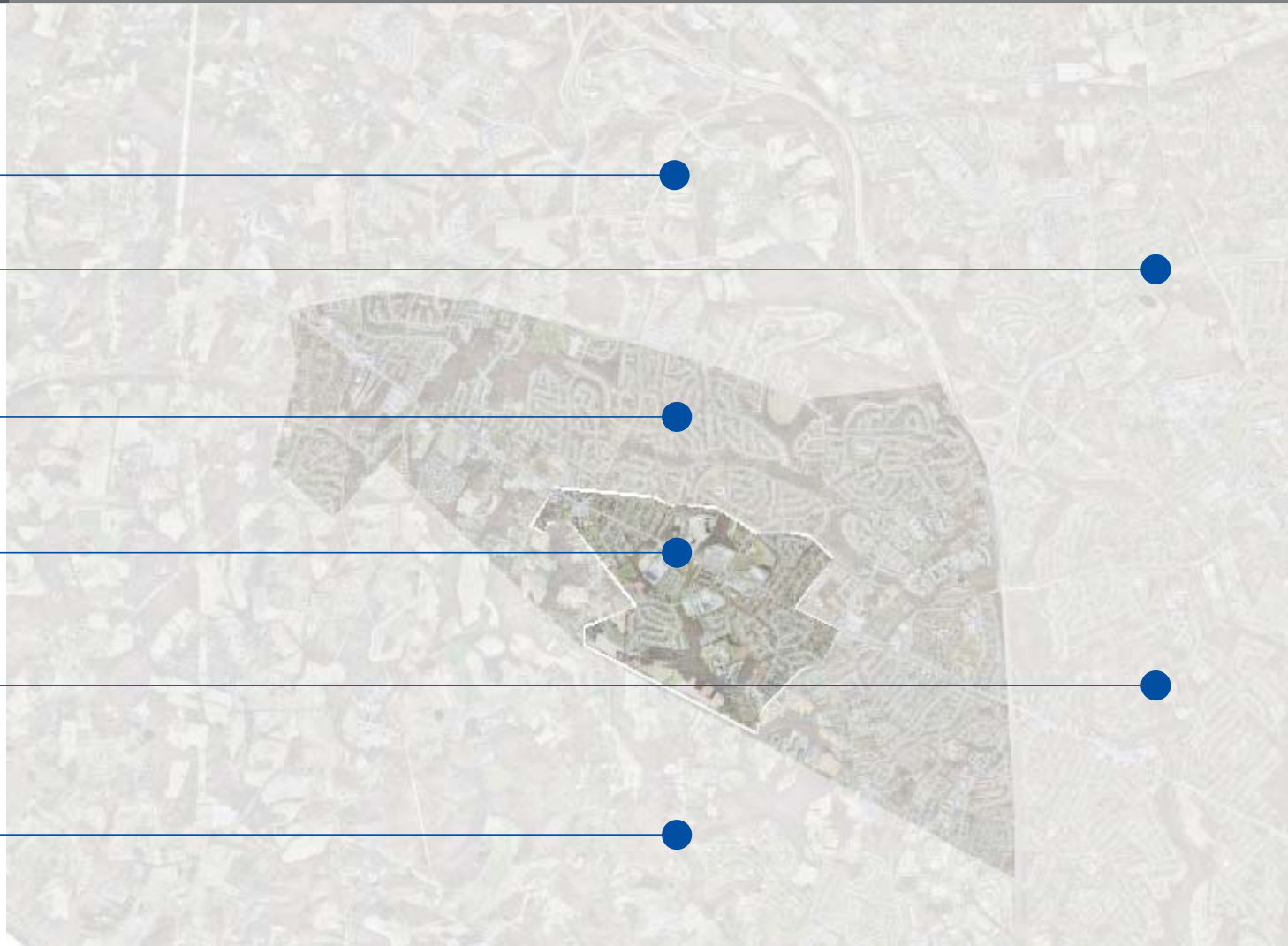
Pikesville

Randallstown Area

UDAT Primary Area

Lockearn

Woodlawn



we respond to a need by the community

1. Why We Came



Why a UDAT for Randallstown?

Randallstown is an affluent African American community with urban problems;

It is a community that is feeling the affects of growth and change in its social makeup;

It wanted validation that it is a viable and healthy community;

It had concerns about the aesthetic value of Liberty Road;

Explore Randallstown's reputation in relation to the actual stories of its citizens and place; and

Provide a focused vision, create recommendations and set some priorities for the town to embrace and implement.

we actively listen to the community

2. What We Heard



Who Did We Meet With?

Randallstown History with Gloria Marrow

Meeting with the Steering Committee

Town Hall Meeting with over 400 residents

High School Students at Randallstown H.S.

Various county officials

Panel discussions with Commerical, Arts & Recreation,
Transportation and Infrastructure, Key Businesses, Development,
Education, and Community Activists

Various concerned citizens who visited the studio space

Synthesis of Community Discussions

The UDAT team listened to the Randallstown community, took notes and discussed what was heard. The team came up with key points in the following areas:

Identity

Appearance

Workforce

Culture, Arts & Entertainment

Youth & Seniors

Business

Transportation & Infrastructure

Real Estate & Property

Recreation & Open Space

Quality of Life

Identity

- Celebrate the diverse characteristics of the Randallstown residents;
- Promote the positive socio-economic characteristics (i.e., high income levels) of Randallstown to potential businesses;
- Create a strong vehicle for “branding” the area (i.e., to highlight the positive aspects of living/working in the area);
- Promote the rich culture that is distinct to Randallstown;
- Promote special events that showcase Randallstown’s history and culture; and
- Strengthen the identity of existing businesses from the road.

Appearance

- Improve the appearance of the corridor to reinforce a positive perception of services and businesses offered;
- Improve signage and visual identity of the business corridor;
- Enforce appearance and maintenance standards for individual properties;
- Create a better aesthetic identity;
- Bury or reduce the number of above ground power lines;
- Provide trees along the road to soften appearance; and
- Create an announcement/gateway to Randallstown.

Workforce

Increase availability of a well-trained, well-educated workforce;
Strengthen existing partnerships with educational institutions to cultivate future workforce;
Strengthen public school system and link schools with businesses and industry;
Build on positive demographic characteristics; and
Create infrastructure to support non-driving workers.

Culture, Arts & Entertainment

- Develop a cultural hub that caters to the performing arts;
- Create the platform for cultural activities;
- Offer incentives for volunteerism;
- Provide opportunities for more sit-down restaurants;
- Celebrate the varied interests of residents in the arts; and
- Provide a focal point for events (i.e., drama, dance, art, etc.).

Youth & Seniors

Strengthen lines of communication between parents and youth-oriented service providers;

Create educational, athletic, and arts programs that are interest specific;

Create activity centers that stimulate and encourage the youth;

Address stereotypes that cross multiple generation;

Provide structured activities for different interests (e.g., sports, drama, dance, arts, etc.); and

Create housing and activity centers geared towards the increasing senior population.

Business

Provide better marketing materials to attract potential businesses and developers;

Encourage creation of a government office center that demonstrates local, county, and state commitment to the area;

Create a catalyst for office/commercial development;

Take a proactive stance on promotion of Randallstown as a business and commercial destination;

Establish a mechanism for attracting new businesses and supporting fledgling businesses; and

Emphasize the fact that this area has the lowest crime rate in the county—reverse the perception as a high crime area.

Transportation & Infrastructure

Create a pedestrian-friendly environment;

Reduce traffic congestion;

Improve traffic patterns—movement through the area;

Improve linkages to nearby Metro stations;

Improve the connection between Randallstown and nearby areas such as Owings Mills; and

Create alternative circulation patterns so that people don't have to enter Liberty Road.

Real Estate & Property

Develop a comprehensive inventory of properties to monitor vacancies and opportunities for new businesses and services;

Create a critical mass of mixed-use activities;

Concentrate the small businesses into a black business district that offers restaurants, entertainment, and the arts; and

Decrease the amount of time that properties sit vacant.

Recreation / Open Space & Quality of Life

Create a greenway system that includes bicycle and walking trails;
Build recreational facilities that cater to children and adults;
Provide flexible spaces where people can have physical and visual enjoyment;

Provide opportunities/places where residents can interact with others;

Encourage better communication between youth and seniors;
Create a “heart” for Randallstown.

Overall Impressions from Community Contact

Attract and cultivate a well-trained and well-educated workforce.

Improve the image of the corridor.

Establish better communication between senior citizens and youth.

Celebrate Randallstown's strong and rich culture and history.

Provide businesses/services that reflect the needs and affluence of the residents.

Make Liberty Road pedestrian friendly and visually appealing.

Provide structure for the youth that is outside/beyond the schools.

Take a proactive stance to market the area to potential businesses.

Brand the area—celebrate and promote the cultural diversity.

Encourage additional office and mixed use development.

Create a center that caters to the diverse interests of the community.

3. What We Discovered

we explore physical and social realms



The UDAT Team identified five levels of Identification for Randallstown. Because of its history as a bedroom community, there is a strong identification with the home. It then moves to larger and larger criteria.

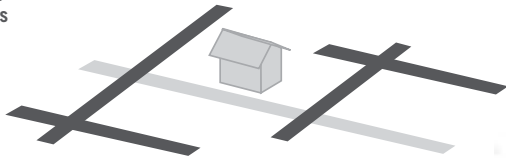
Level 1
Home



Level 2
Street



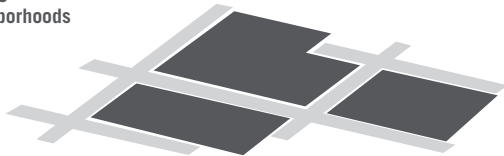
Level 3 Arteries



Level 4 History



Level 5 Neighborhoods



Randallstown is a confederation of loosely defined hamlets



We identified key places that showed the diversity of Randallstown

There are many examples around the town

- Landmarks
- Commercial Centers
- Residences
- Developments
- Landscapes

These provide the present vocabulary and associations that residents of the town and visitors interpret – and also show the challenges of identity that Randallstown yearns for.

We visited key places that demonstrated the environmental diversity of Randallstown



Historic Fieldstone District



Old K-Mart



Liberty Plaza



Stevenswood



The Community of Granite



Green Lane Development

The Community of Granite



Liberty and Old Court Road



Windsor Mill Road



Liberty Road Stores

“

Resiliency and determination
of spirit are significant assets
that abound first tier
communities.

”

From "America's Inner-Ring Suburbs on the Brink : "Halfway to Everywhere Looks at Divergent Paths Leading to Rebirth or Ruin" by William Hudnutt III

Linking Community Comments with UDAT Professional Experiences to a SWOT for Randallstown

From all community interactions, the UDAT team leveraged the team's professional experiences to identifying:

Randallstown Strengths

What key skills, environmental attributes and activities can be capitalized upon?

Randallstown Weaknesses

What factors, behaviors, infrastructure, and perceptions need to be compensated for?

Randallstown Opportunities

What issues, parcels, or trends can be converted to the town's advantage?

Randallstown Threats

What factors, trends, issues or behaviors may retard progress for the town?

Randallstown Strengths

Rich history and culture

Political power – First African American Council Member

Diversity of land uses

Affluence

Dedicated and energetic population

Established business organizations

Active and effective citizen leadership

Solid religious affiliations

Randallstown Weaknesses

Legislative, councilmanic and congressional boundaries different;

Poor aesthetic standards for Liberty Road;

At risk youth or youths with little direction;

Turf battles at grassroots level over resources and duplication of efforts;

Group activist represent primarily middle age and senior demographic;

Weak transportation system with little or no links and extremely auto-oriented;

Insufficient links between adjacent parking lots to reduce local traffic on Liberty;

Uncoordinated or inadequacies in recreation for youth;

Untested power based on affluence of African Americans;

Being the “tweener” community hinders development potential;

Defensive and under siege mindset leading to poor self-identity and self perception;

Halfway to everywhere with a series of hamlets diminish cohesive community focus on future;

Absentee and inflexible landlords on key parcels.

Randallstown Opportunities

Randallstown wants help;
Desire to keep spending in the community instead of elsewhere;
Sincere people who want to channel energy constructively;
Range of interests by community groups;
Progressive Economic Development Department;
Need for comprehensive mobility strategy that encompasses wider range of circulation opportunities;
Desire to celebrate historic attributes and cultural legacy;
Solid housing stock;
Underutilized but present natural resources;
Vacant and available parcels.

Randallstown Threats

No shared civic consciousness;
Not In My Backyard's (NIMBYs), yet want benefits;
Divisions with different values leading to “us” vs. “them” behavior
Energy in district north and west of Randallstown;
Developers and national businesses have little reason to invest in town;
Youth sees little future of town;
Evaporating sense of community;
Rift between younger and older residents;
Mistrust of public transportation.

What Does All This Mean? Redefining the Quality of Life for Randallstown

Education

- Structured and varied activities for youth
- Facilities to hold events and activities
- Opportunities for extracurricular activities

Business

- Traffic congestion impacts access to services and goods
- Liberty Road corridor development potential
- ‘tweener stigma (implications of being positioned between Owings Mills and other areas)

Culture

- Identity and place perceptions
- Communication limitations between different groups
- Rich history (culture, place, and people)

Contradictions & Tradeoffs

Randallstown needs to realize that it will need to make choices around class, age, growth, affluence & access. These choices will affect the level of diversity, economic opportunity and.

Age	Elderly	⋮⋮⋮ ⋮⋮⋮	Youth
Identity	Place	⋮⋮⋮ ⋮⋮⋮	People
Growth	Expansion	⋮⋮⋮ ⋮⋮⋮	“NIMBY”
Infrastructure	Convenience	⋮⋮⋮ ⋮⋮⋮	Congestion
Confidence	Fear	⋮⋮⋮ ⋮⋮⋮	Power
Class	“Haves”	⋮⋮⋮ ⋮⋮⋮	“Have Nots”

Community Avoidance of Sensitive Issues

These are usually issues that everyone has on their minds, but uses other words to discuss them.

Socioeconomics – friction between income groups

Avoidance – of issues that directly impact progress

Age disparity – lack of understanding between youth and seniors

At risk youth– children who are not supervised or directed

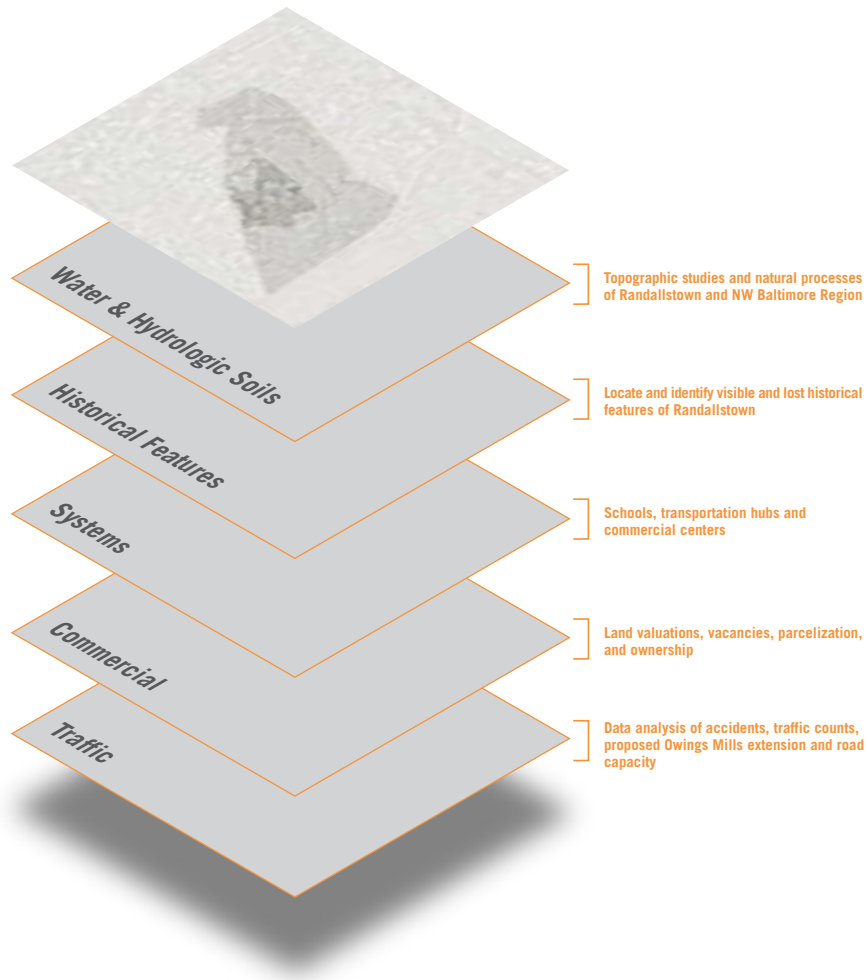
“Not in my back yard” (NIMBY) attitudes

Weak business-development collaboration

we thoughtfully mesh community wants with prioritized needs

4. What We Recommend





The UDAT Approach for Randallstown

We looked at the immediate surrounding region to Randallstown and explored seemingly unassociated factors that linked community concerns with natural and man made systems. These were then overlaid on one another to create relationships or identify interdependencies. The outcomes from these explorations create entry points for opportunities for energy and expression.

Randallstown is a Fountainhead for Baltimore County

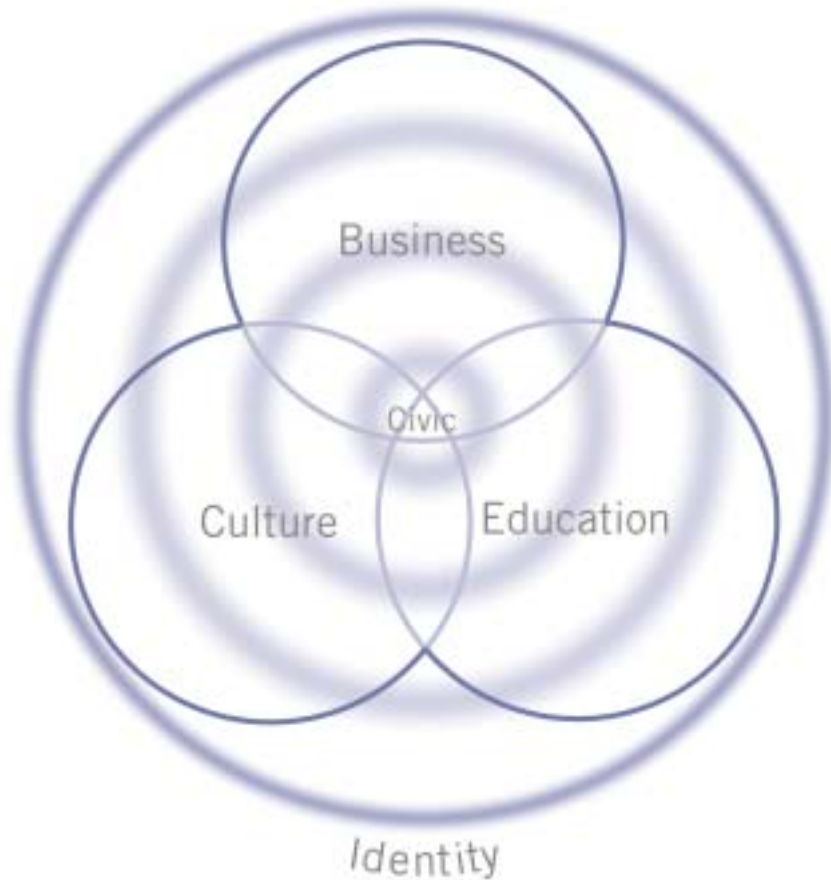


Randallstown is part of an outlying network that has been rooted in its own geography, geology, sociology, and power of place.

To unlock its energy the community must see what is not easily visible.



Randallstown needs a set of principles that guide actions and behaviors



The UDAT Team has created a framework that articulates three key areas of focus, which combined create a clear civic consciousness. The desired result is an understood identity for Randallstown, which is expressed through values which drive actions.

What Randallstown needs to define these areas with clear values that can be communicated, referenced – and understood.

The UDAT Team divided into
three development groups

Public Space and Systems Group
Civic Center Group
Policy Group

The focus of the UDAT team was to provide a
comprehensive solution for Randallstown vs. diluting
efforts by having all teams develop variations on the
same area.

Public Space & Systems Group

Public space is more than just passive recreation. Appropriately designed and connected systems can serve many important functions.

Place Cursor on Each Category to See Types

Natural

Scots Landing and Horsehead; basis for greenway system

Cultural

Unique people, places and events; basis of historical trail and museum.

Transportation

Automobile, transit; basis for recommended improvements

Schools/Parks & Neighborhood Centers

Locations; basis for new recommended sites and bikeway linkages

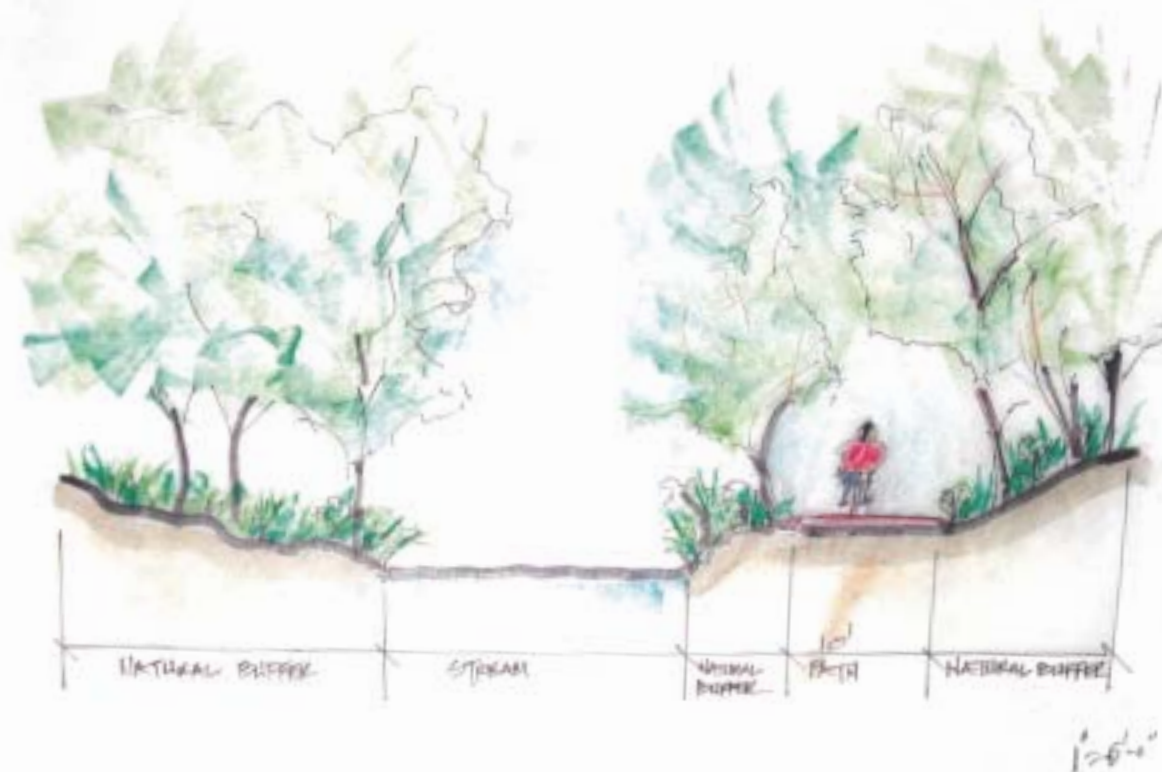
Rural Character

threatened rural landscape character; the basis for alternative development guidelines

Public Space & Systems Group Natural

13.7 miles of new greenways;
alternative transportation,
passive recreation, environmental
education

Building on current county planned
greenways along creeks.



Public Space & Systems Group Natural

Conserving visual and environmental quality.

Buffering adjacent residents.

Make safe street crossings (at-grade)
Defining neighborhood boundaries
Linking to local and regional systems
(Rail, etc.)



Public Space & Systems Group Cultural

The Old Community Building will be a museum; a gateway on Liberty Road.

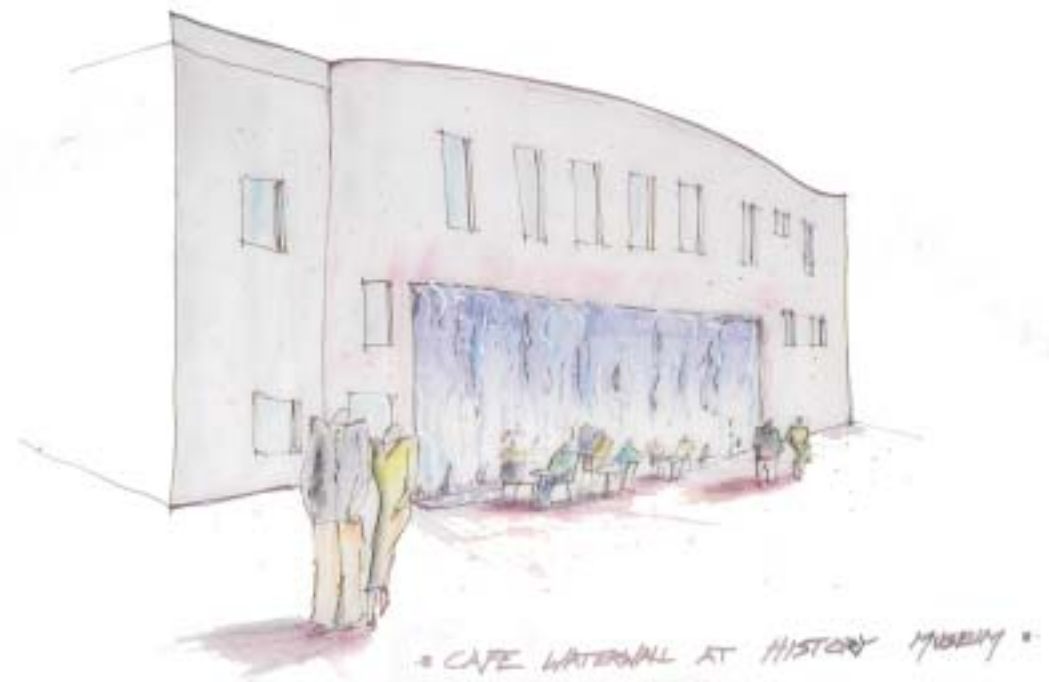
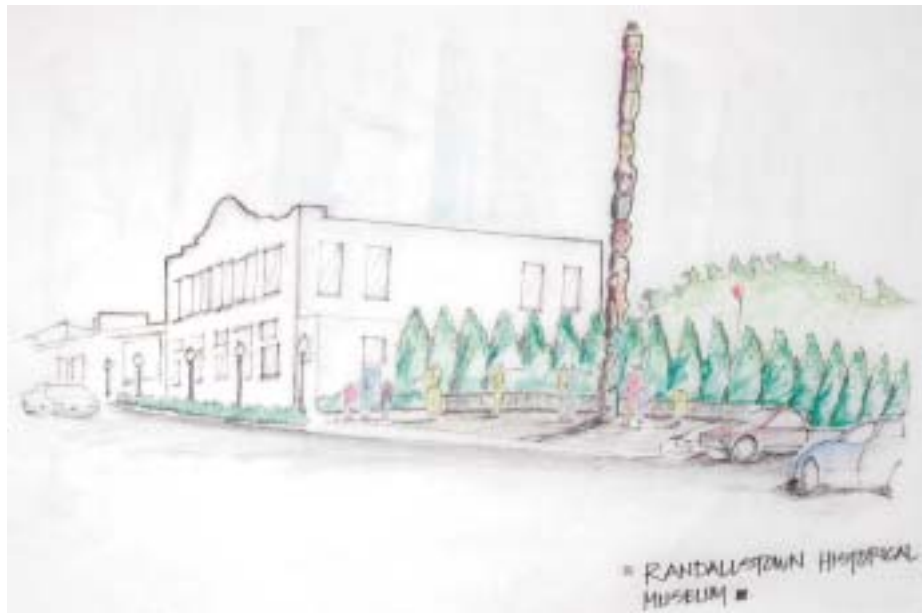
The museum will have an upscale dining.

4 miles of interpretive trails; off-trail site also interpreted.

The trails will connect existing and former sites of significance



Public Space & Systems Group Cultural

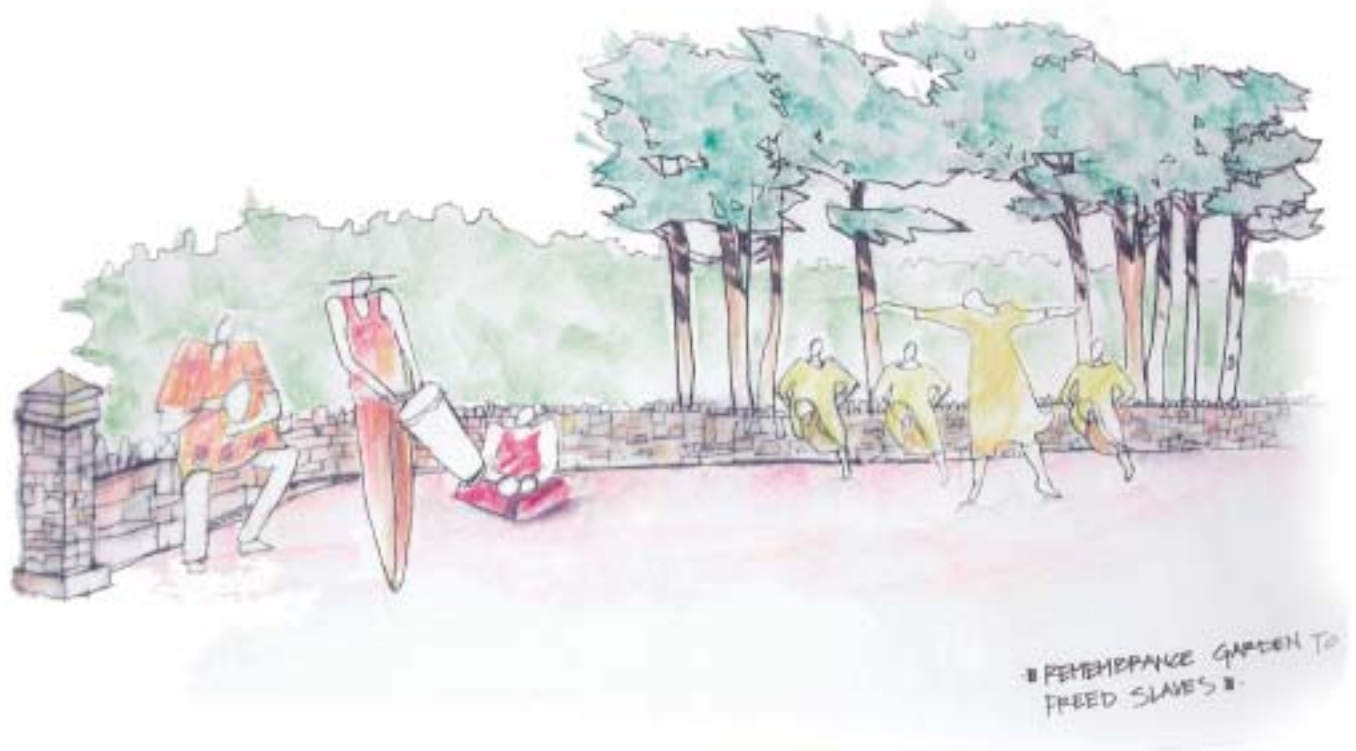


Public Space & Systems Group Cultural

Create a plaza at to celebrate the former presence of a Freedslave Settlement.

Flexible uses; interpretation, memorial, celebration, gathering and performing arts.

Links with greenway system.



Public Space & Systems Group Transportation

Strategies to address the consequences of extreme automobile dependency; promote a balanced system.

Modes:

Automobile- Liberty Road recommendations, Owings Mills Road extension recommendations

Transit-recommended extensions of transit to link to regional rail

Non-Motorized-recommended bike paths connecting school/parks.



Public Space & Systems Group Transportation

Automobile - Liberty Road

Preliminary analysis shows that Liberty Road is operating at 85% of capacity. Most peak traffic through-traffic.

High accident locations; Offutt Road, Brenbrook Drive, Old Court Road, Courtleigh Drive, Rolling Road and Milford Road.

Signal timing-30% accidents were rear ending

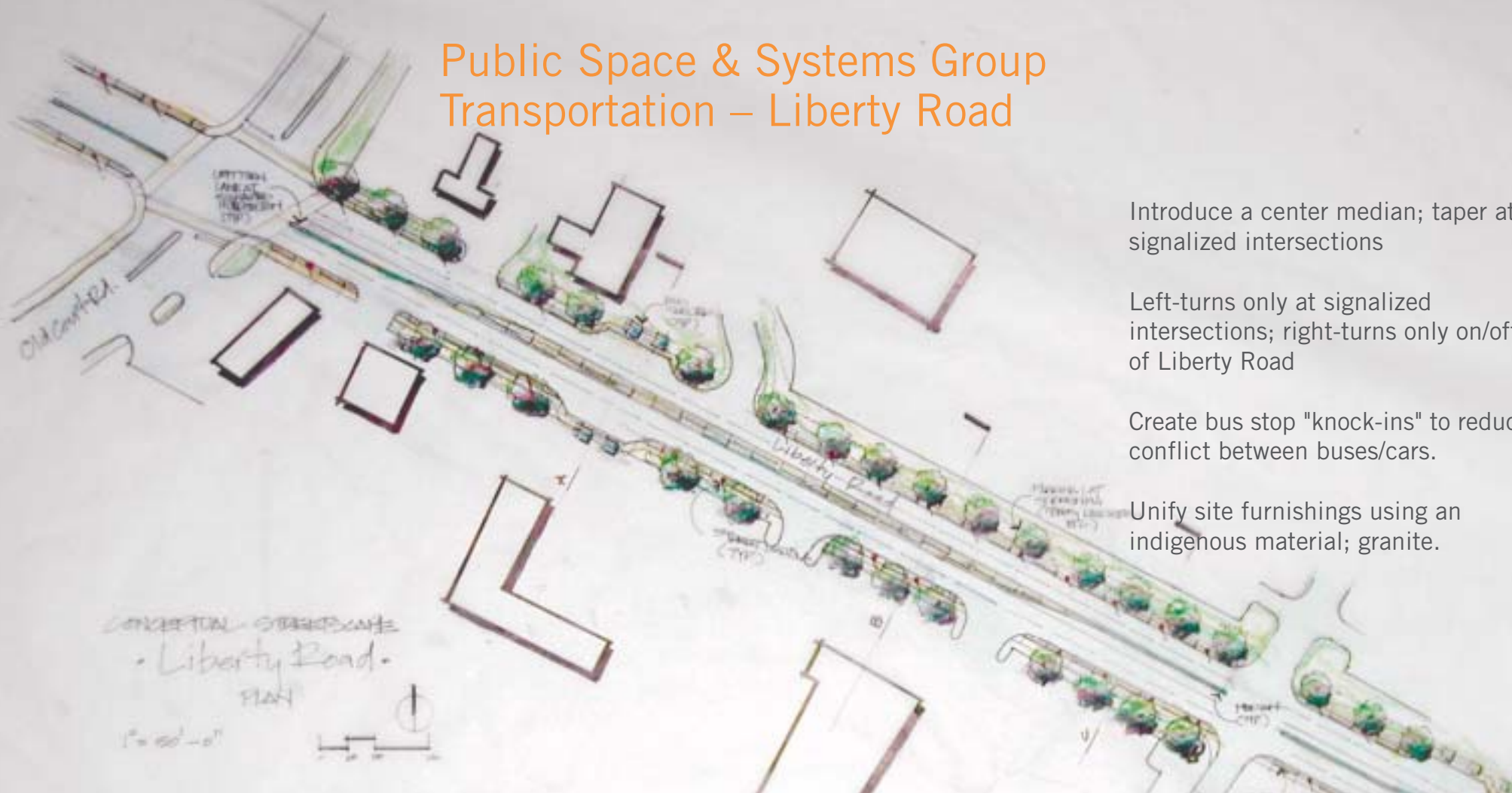
Left turns-25% accidents

Mid-block pedestrian crossings-All mid-block accidents resulted in fatalities

Type of Collision at High Accident Intersections along Liberty Road between Offutt Road and Milford Mill Road

	Total Accidents on Liberty Road at...	Collision Type				
		Right Angle	Rear End	Left Turn	Side Swipe	Unknown
	Milford Rd.					
2000	4	-	-	1	1	2
2001	11	-	7	2	1	1
2002	9	2	6	-	-	1
	Rolling Rd.					
2000	8	1	3	1	-	3
2001	7	1	1	2	-	3
2002	9	1	4	2	1	1
	Courtleigh Dr.					
2000	4	2	2	-	-	-
2001	6	2	2	-	-	-
2002	2	2	-	-	-	-
	Old Court Rd.					
2000	14	-	2	-	-	-
2001	16	1	2	-	-	-
2002	16	1	-	-	-	-

Public Space & Systems Group Transportation – Liberty Road



Introduce a center median; taper at signalized intersections

Left-turns only at signalized intersections; right-turns only on/off of Liberty Road

Create bus stop "knock-ins" to reduce conflict between buses/cars.

Unify site furnishings using an indigenous material; granite.

Public Space & Systems Group Transportation – Liberty Road

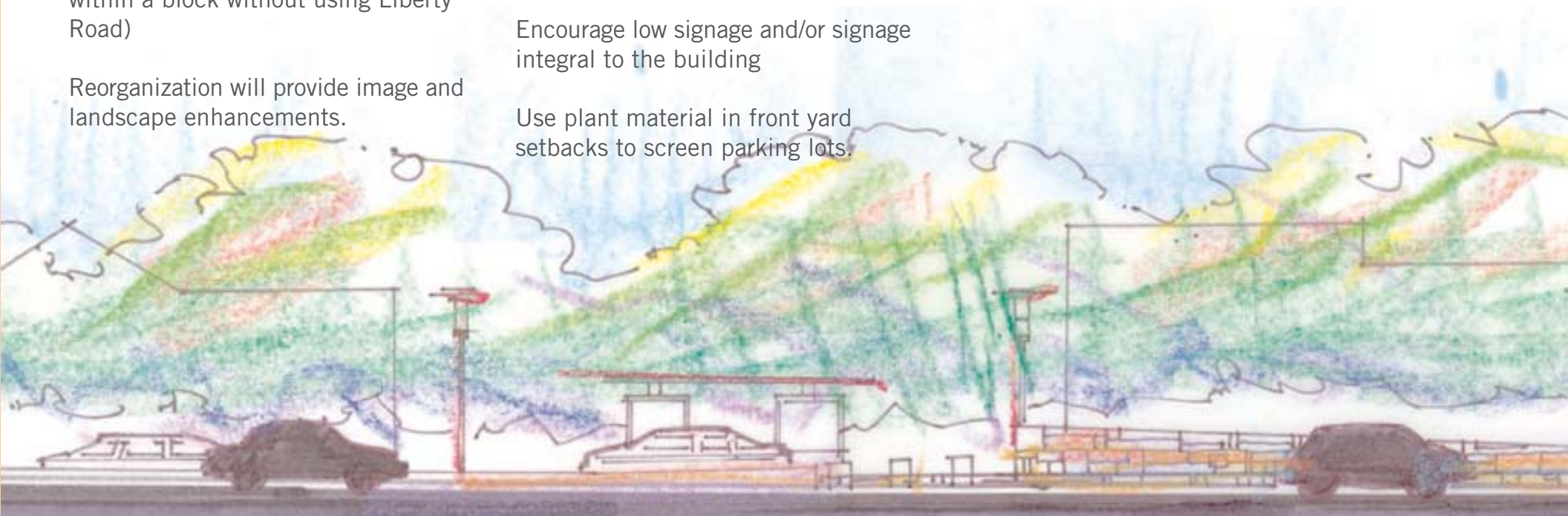
Reorganize parking to eliminate "weaving" on Liberty Road (circulate within a block without using Liberty Road)

Reorganization will provide image and landscape enhancements.

Bury power poles in Randallstown center, push back elsewhere.

Encourage low signage and/or signage integral to the building

Use plant material in front yard setbacks to screen parking lots.



Public Space & Systems Group Transportation – Liberty Road

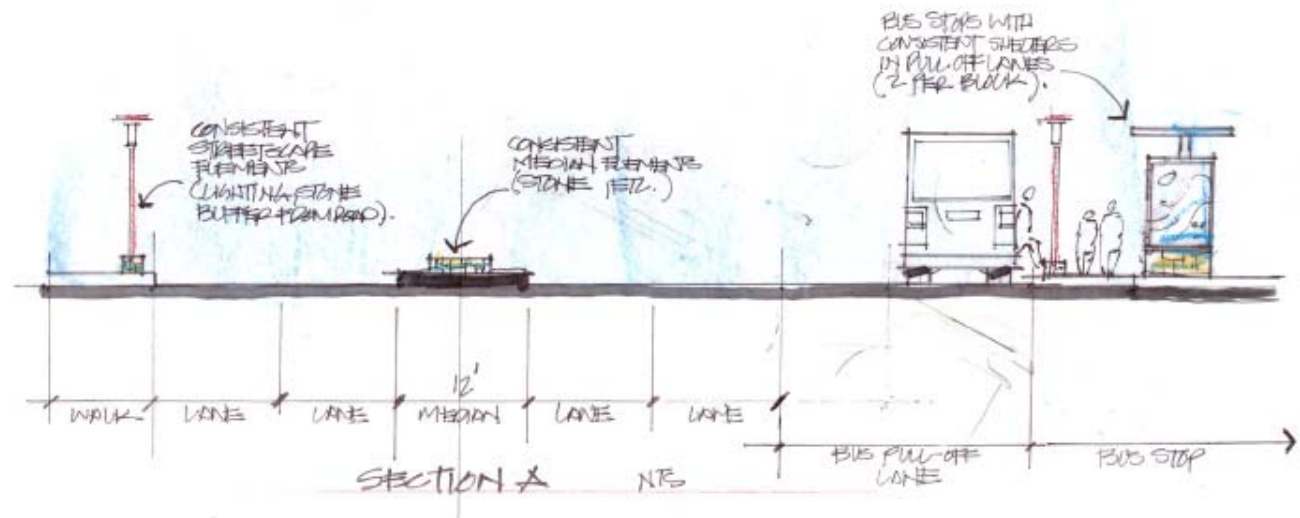
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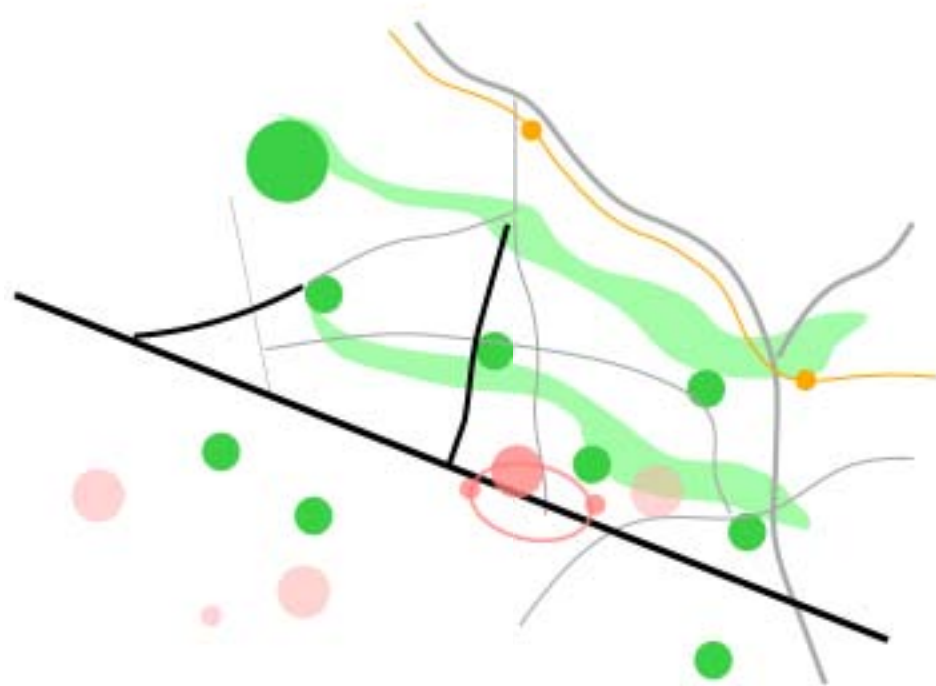
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Public Space & Systems Group Transportation – Owings Mills Boulevard

Recommend preferred alternative for Boulevard extension to ease "cut through" traffic in Liberty Road area.

Recommend improvements to Lyons Mill Road to provide alternative access to I-695; will reduce Liberty Road congestion during peak traffic times.



Public Space & Systems Group Transportation – Transit

Only 33% of Americans have access to a car and are able to drive.

Over 50% of unemployed African-Americans reported that they would have a job if they had access to reliable transportation.

The senior and junior members of the community desire improved transit.

Recommend preliminary service west of Offut Road and North to Owings Mills using 15 passenger vans/alternative transit vehicles.



Public Space & Systems Group Transportation – Non-Motorized

Community members, especially children, desire a safe and accessible on-street bicycle path network.

Recommend bike paths; modifications to existing neighborhood streets connecting schools/parks (Rolling Road, McDonogh Road, Algiers Road/Rouen Road)

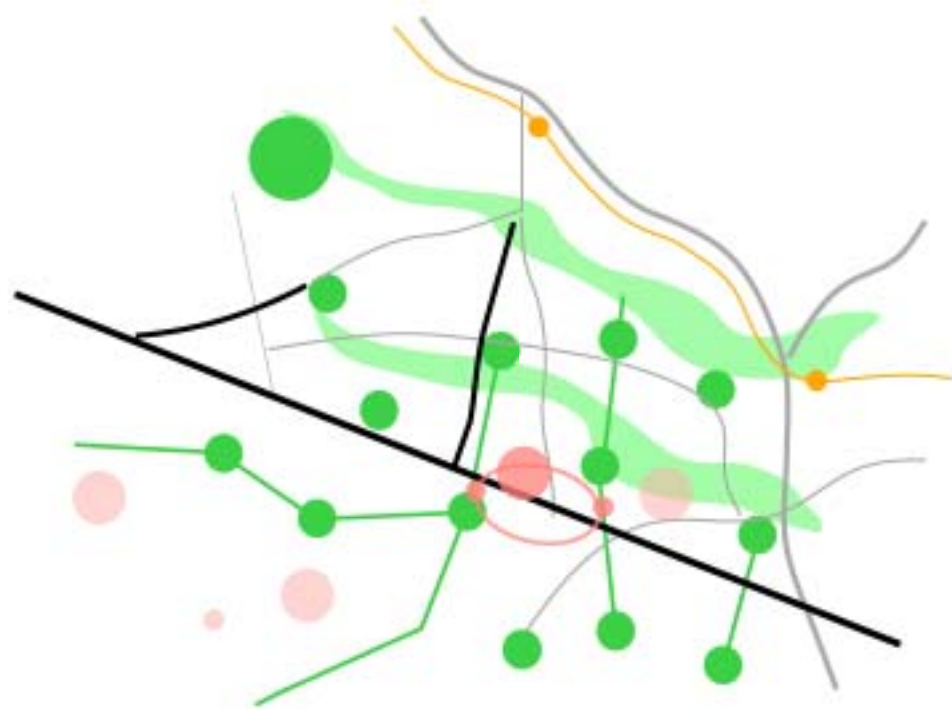


Public Space & Systems Group Schools/Parks and Neighborhood Centers

Recommend improvement of the school/park shared use agreement

Recommend no resident should be more than a 10 minute walk (1/2 mile) from a neighborhood open space.

Recommend the creation of new park spaces: (Winands/Rouen, Windsor Mill, Liberty, Offut)

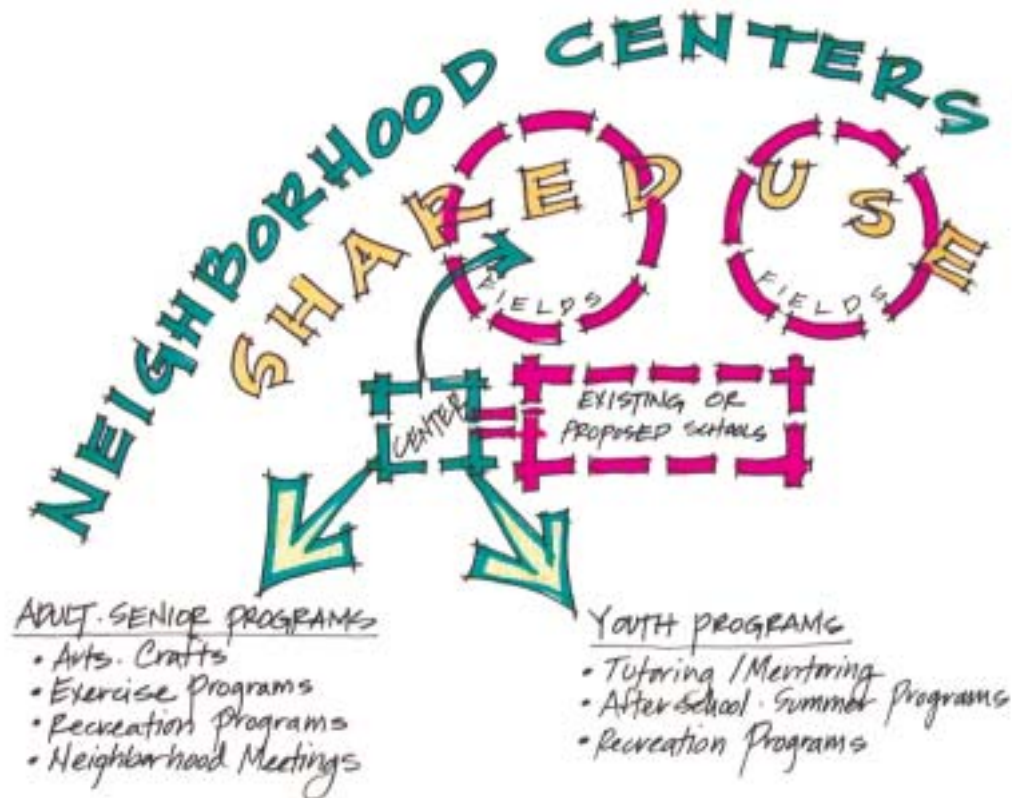


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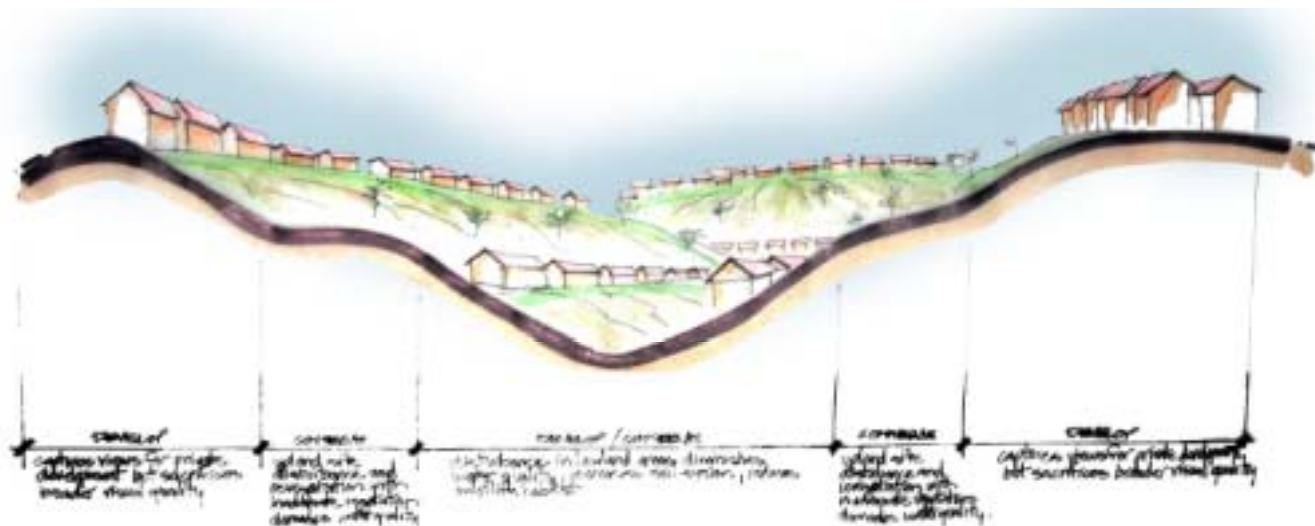
Recommend the creation of new park spaces: (Winands/Rouen, Windsor Mill, Liberty, Offut)



Public Space & Systems Group Rural Character

Community concern about character and impacts of rapid rural development.

Components of rural character: architecture, density, landscape, road alignments, views



Public Space & Systems Group Things to Be Explored

History is fluid-addressing the broader diversity of the community;
Absorption of Regional service needs;
guidelines to describe how to approach site selection and resources
necessary to successful service to a diverse community;
Infill guidelines for established communities that support
community character.

Civic Center Group

Finding the Center on a Long Straight Line

In order to develop an identity for Randallstown, the UDAT team searched for a civic core. Historically, centers were identified geographically. Liberty Road is the main arterial road that contains the business districts and is the most identified landmark by residents and visitors alike.

The UDAT team identified a north/south green corridor that bisected Liberty Road. Legacy commercial, educational and residential properties surrounding the green corridor and Liberty Road created the most logical epicenter for development.

Civic Center Group Current

Marshalls

Liberty Court Shopping Center

Library

Old K-Mart

Apartment Complexes

Northwest Hospital



Civic Center Group Proposed

Mixed Use Civic Core

Community College, Recreation Bldg.
Retail

Pedestrian Bridge

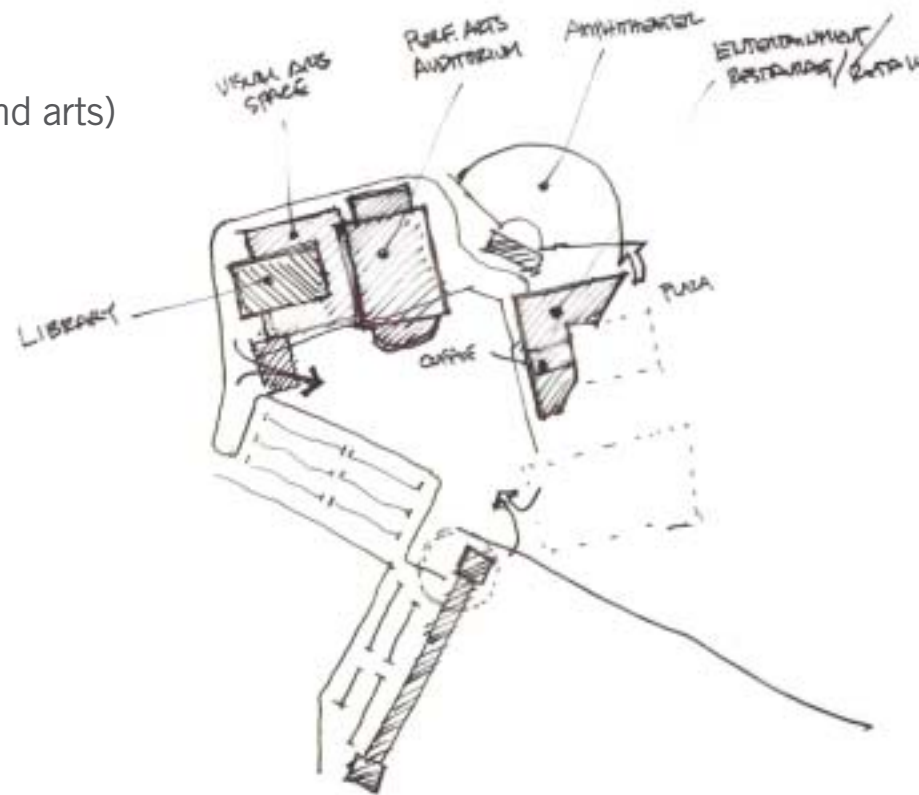
Owner Occupied Homes

School Site



Civic Center Group What Makes a Town Center?

- gathering spaces
- public, civic uses (library and arts)
- entertainment
- recreation
- service, retail, offices
- high density residences



Civic Center Group Conceptualizing the Center

- mixing uses for an active center
- creating flexible spaces to adapt to changing markets
- creating transitions from one use to another
- creating symbiotic relationships for a thriving center

Place Cursor on Each Category to See Variations

Concept One

Concept Two

Concept Three

Civic Center Group Developing an Identity for Randallstown

- making a strong first impression
- creating a human scale
- defining edges

Variation One

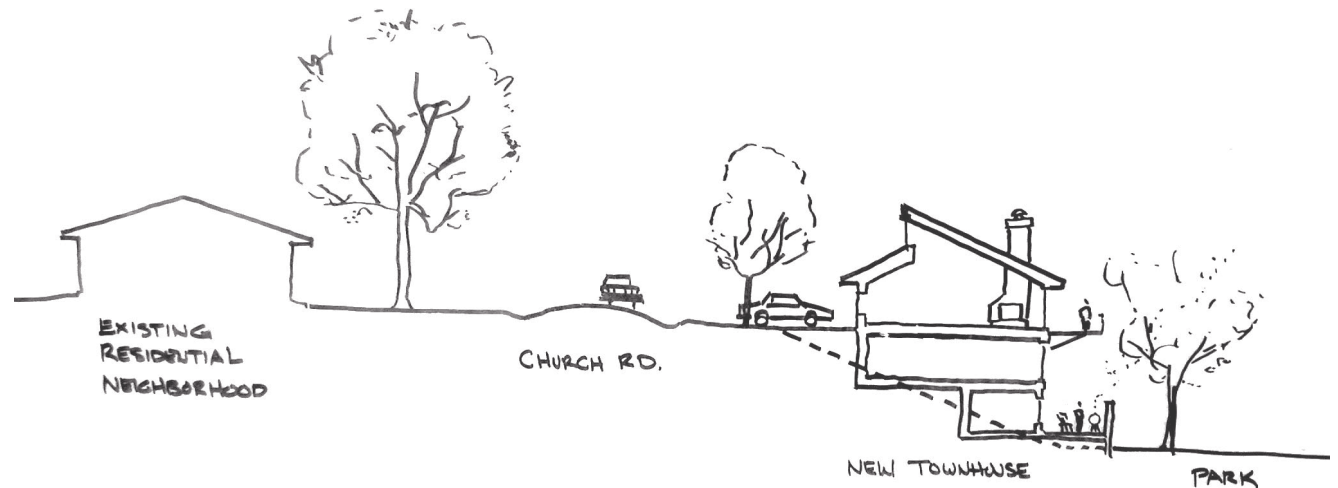


Variation Two



Civic Center Group Redefining Living in Randallstown Center

- high density to support the Center
- mixed use
- complimentary to existing single family housing

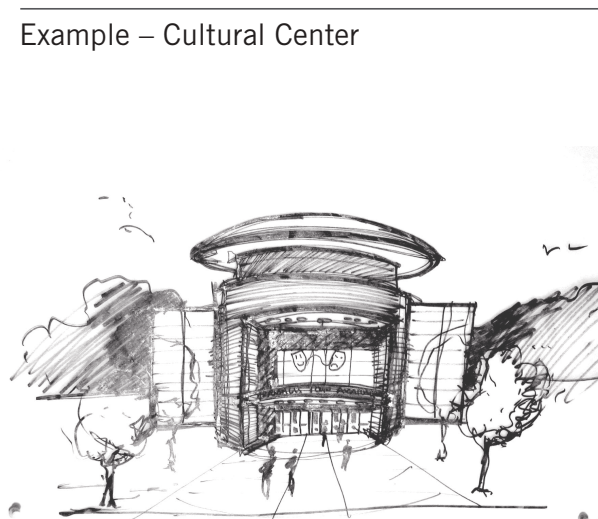


Example – Church Lane, Charlotte, NC



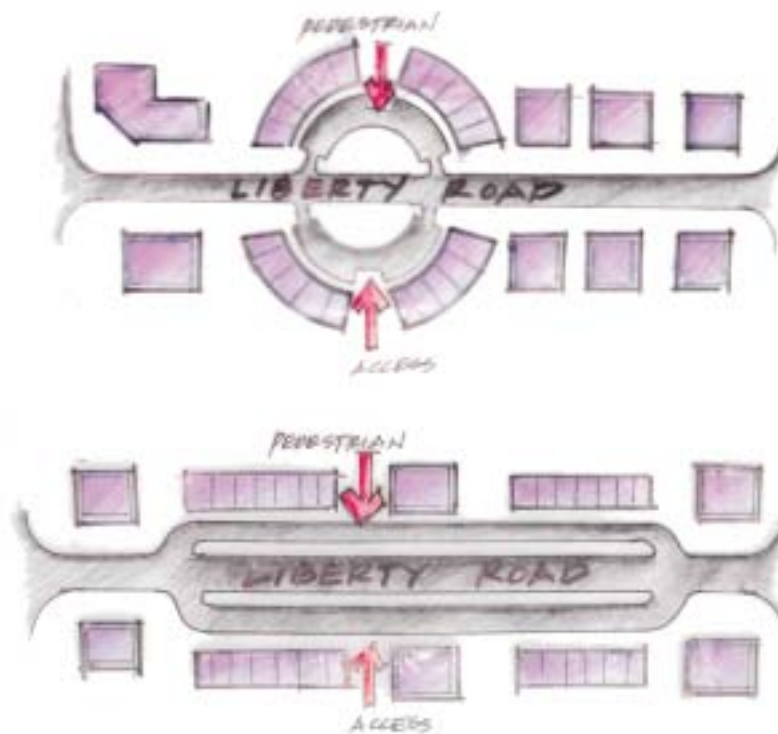
Civic Center Group Randallstown Civic Buildings . . . Looking to the Future while Paying Tribute to the Past

Example – Cultural Center



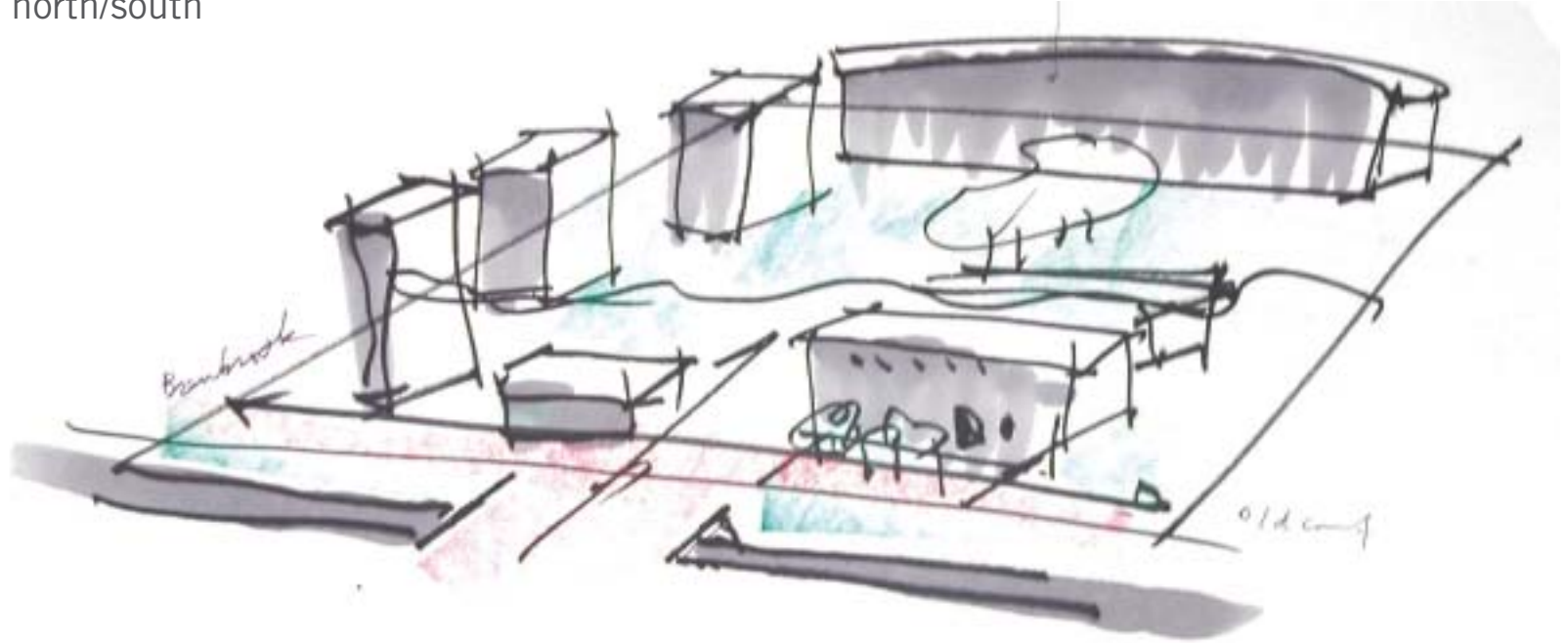
Civic Center Group Developing the Randallstown Center – Liberty Road Corridor

Two Examples of Urban Frontage

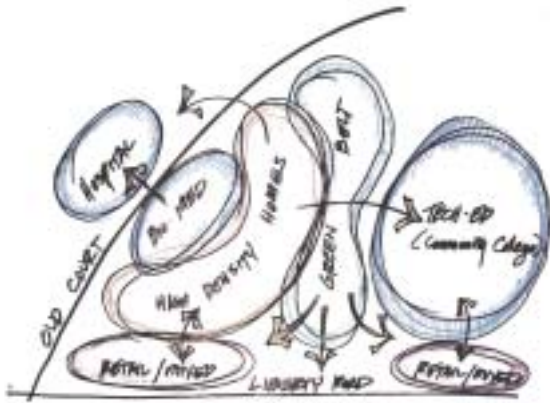


Civic Center Group “Bridging” Liberty Road to Connect the North–South Community Corridor

- Liberty Road **is** the center
- Pedestrian-friendly north/south connector



Civic Center Group The Transformation of the South Block into a Village



Civic Center Group Randallstown Center and Randall's Village The Heart of the Community

- strong sense of community, past and present
- strong community, village, neighborhood connector
- clearly defines sense of arrival – “a special place”
- self-supporting and sustaining with symbiotic relationships



2003

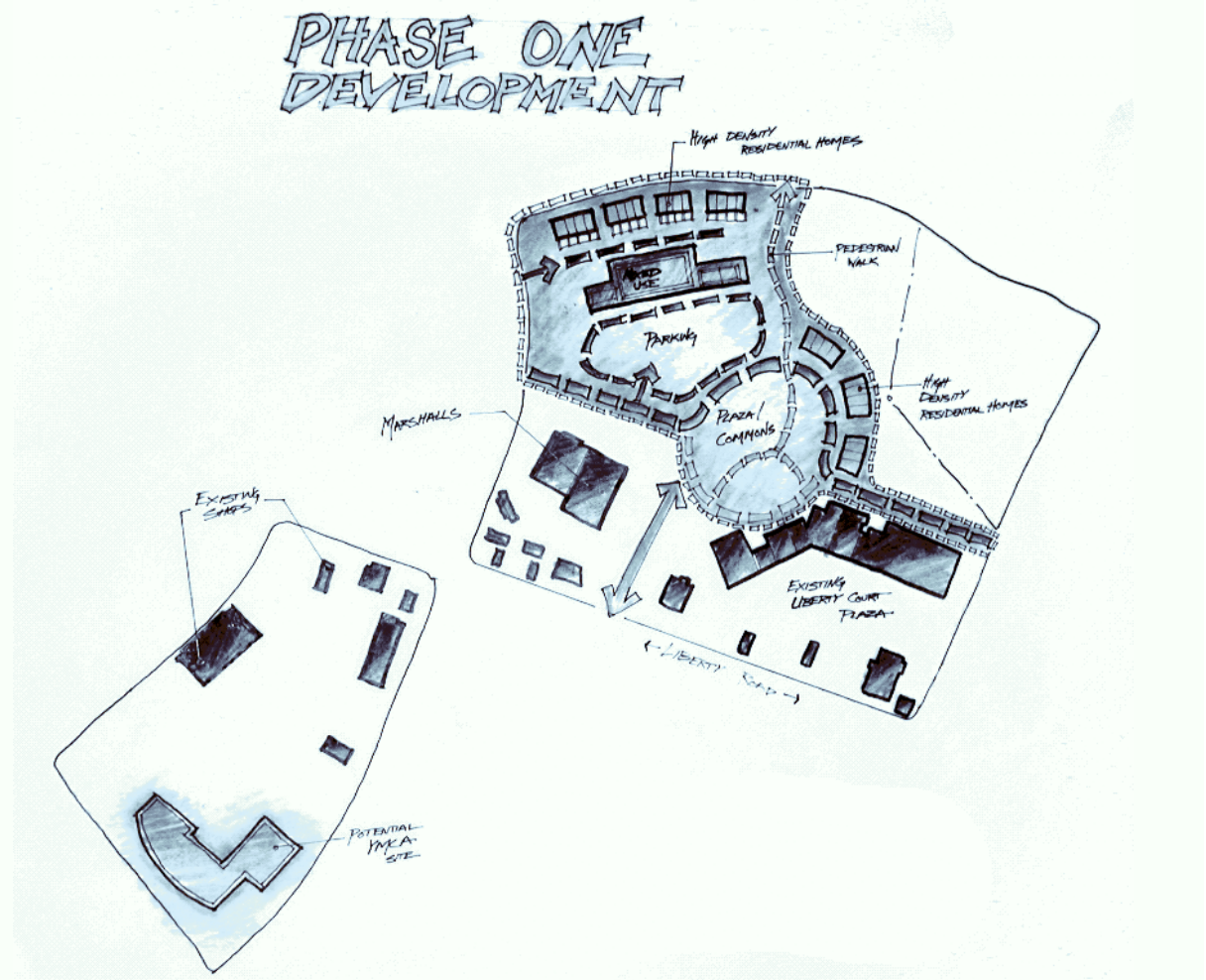
2004

2006

2010

2013

- Implement strong community and business marketing plan
- Identify and purchase property for education campus
- Build community center
- Build phase I of Randallstown Center — (northwest quad retail, residential and civic green)



3 to 5 years - CENTER

2003

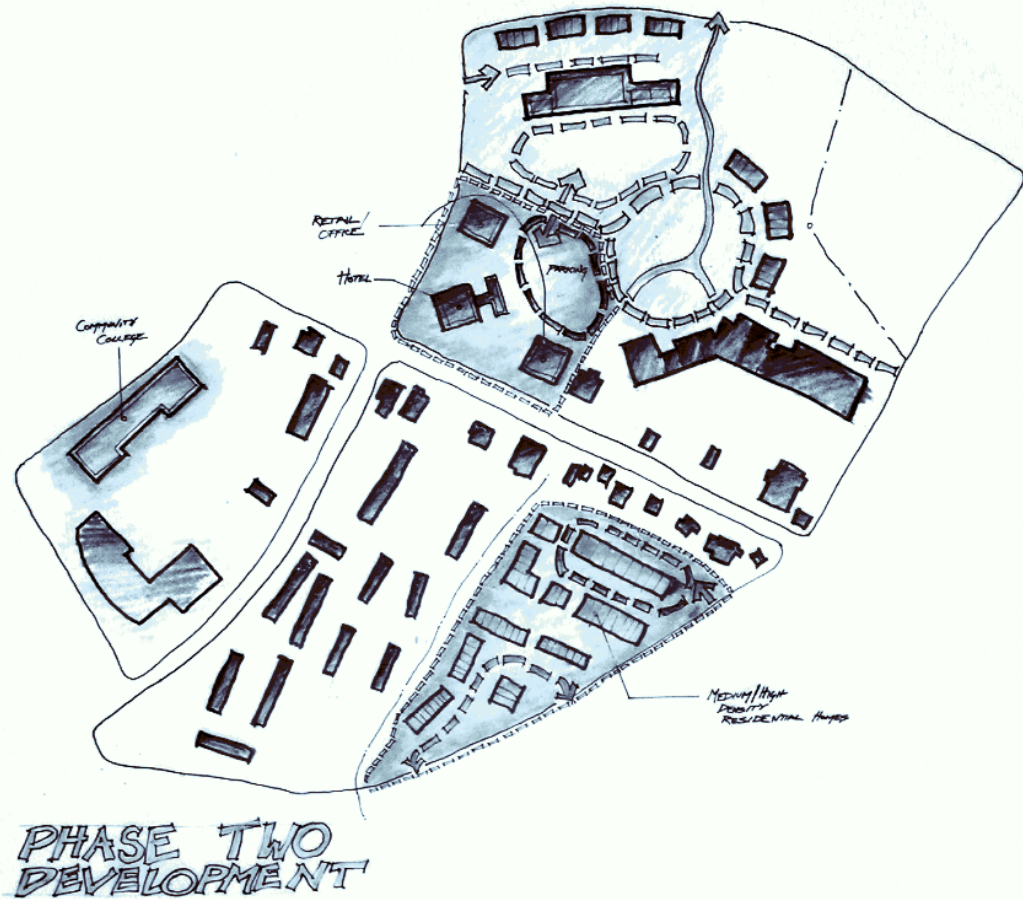
2004

2006

2010

2013

- Purchase outparcels and develop Phase II of Randallstown Center (hotel, and office)
- Brookhaven Estates converted to incentive housing for allied health services, educators, and/or senior independent living
- Redevelopment of educational campus



5 to 7 years - CENTER

2003

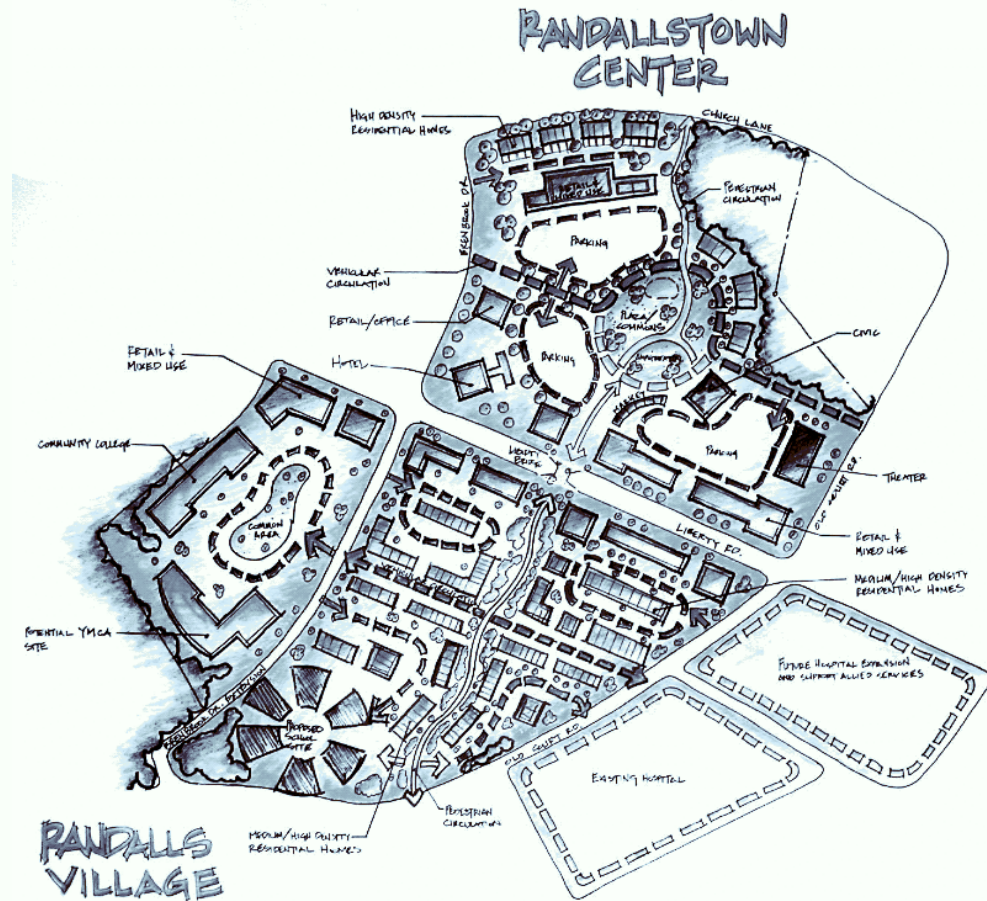
2004

2006

2010

2013

- Phase III construction of Randallstown Center (streetfront retail and office)
- Brookhaven Estates converted to incentive housing for allied health services, educators, and/or senior independent living
- Remaining outparcels along south side of Liberty Rd convert to streetfront retail and office
- Hospital begins expansion plans



7 to 10 years - CENTER

The Randallstown UDAT/03 Team thanks all concerned for the opportunity to assist the citizens, town and county in its desire to create a better Randallstown.

Thank You

Special thanks to those who directly worked with the UDAT Team 24 hours a day – and fulfilling our needs during our stay:

Tony Baysmore
Raymond Carr
Jay Doyle
Marc Epstein
Jenifer German
Dave Green
Amy Mantay
Jennifer Meacham
Ken Oliver
Kathy Schlabach